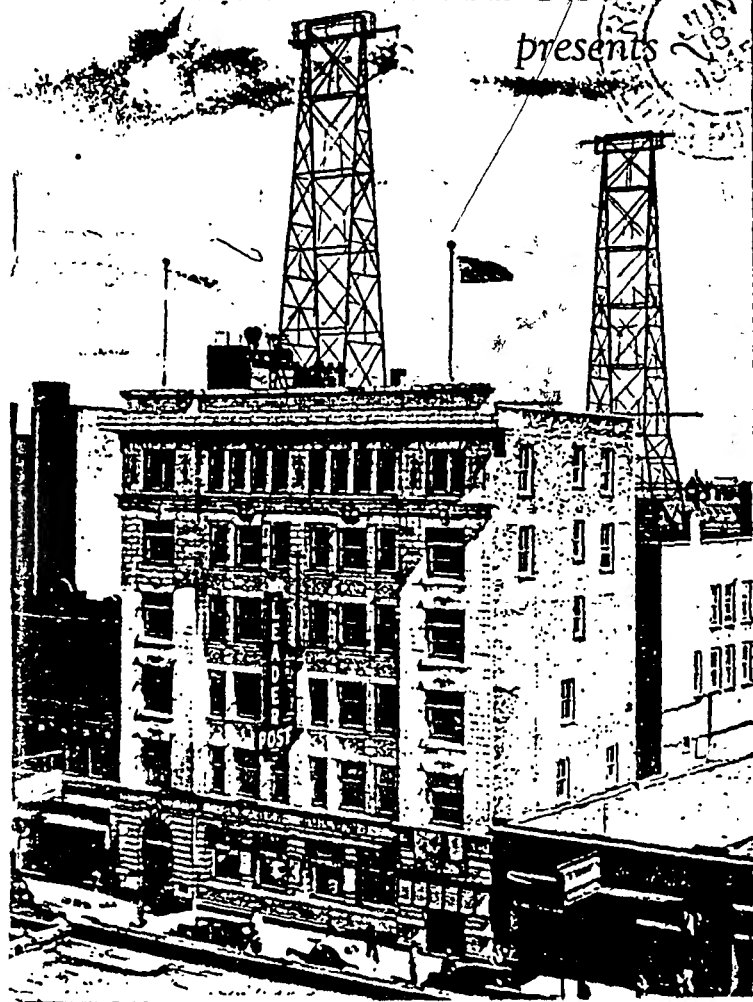


Newspapers

THE LEADER-POST

presents



THE LEADER-POST PRESENTS
A FILM BY ROBERT LEVINE



THE REGINA LEADER-POST

presents

"THE
PRESSES
ROLL"



The story of how THE LEADER-POST
is produced



Our News Policy

IN the following pages the reader is given a glimpse of the methods employed to produce a daily newspaper. It will be seen that the highest efficiency and the latest in modern equipment is required in order to ensure a high level of accuracy and the speed necessary to place the news in the hands of readers as quickly as possible. No one realizes better than those responsible for the production of the newspaper that inaccurate and garbled news produces lack of confidence and distrust in the public mind; hence the oft-repeated saying, "You can't believe anything you read in the newspapers." This of course, like most sweeping observations, is untrue.

Newspaper editors strive hard to eliminate errors, but human judgment cannot always be right. Readers, therefore, should base their opinion of a newspaper not on isolated news items that may not be strictly accurate, but on the efforts it makes to keep its news habitually fair and truthful. Evidence that *The Leader-Post* endeavours to keep its news columns free is given in the official declaration of news policy which is quoted here in full.

"It is imperative that all members of the news staff (and this means copy readers as well as reporters) bear in mind when writing or editing copy for the news columns, that *The Leader-Post* in its treatment of news plays no favourites, knows no friends, remembers no enemies; it has no views to expound, no opinions to express.

"*The Leader-Post* reporters are expected to be faithful recorders of facts, suppressing nothing, injecting nothing, and colouring nothing, and the copy reader

who attempts to alter copy for the purpose of bringing a story or report in line with editorial policy commits a cardinal offence.

"To *The Leader-Post* reporter, to *The Leader-Post* copy reader, the paper's editorial utterances and opinions have no relation to or connection with its news reports. Editorially *The Leader-Post* may take a clearly defined stand on a certain subject or matter of public interest. That fact must not influence the reporter or copy reader in his handling of news reports bearing on such matter. Views expressed in interviews or on the public platform which are not in accord with *The Leader-Post* editorial opinion are entitled to and must be given just as careful, accurate, painstaking, and conscientious treatment in news reports as the view of those who give hearty public approval to *The Leader-Post* editorial attitude.

"Strict adherence to the principles outlined above is the right of every *Leader-Post* reader to expect and the aim of *The Leader-Post* to give. Only by a rigid compliance with this policy can the readers' respect and confidence be held, the reputation of *The Leader-Post* for reliability and fairness be maintained, and the self-respect of the reporters and the copy readers themselves be preserved.

"The members of the news reporting staff and the members of the copy reader staff who live up to the principles here laid down for their guidance in the performance of their duties will have the consciousness that they are contributing in a very large measure to the upbuilding of the newspaper they serve. To the reporter or the copy reader who fails to observe them *The Leader-Post* holds out no promise of a future."

—THE LEADER-POST, REGINA.

A Pioneer Newspaper

ON March 1st, 1883, Nicholas Flood Davin, colorful journalist and publisher, produced the first weekly newspaper in Regina, then just a "tent city."

That weekly newspaper, which proudly boasted a circulation of 4,500 copies on the first issue, was the beginning of Saskatchewan's greatest daily newspaper, *The Leader-Post*. The old weekly published by Davin was known as *The Leader*, and the name has been retained throughout some sixty years of changes in conditions and ownership.

Little other than the name and tradition of the old paper remains, however. The past fifty years have seen amazing improvements in printing equipment. The first issue of *The Leader* was produced with type that was laboriously set by hand, and printed on an old-type "flat-bed" press. Today's *Leader-Post* uses type which is set by means of the modern speedy Linotype machine, and the newspaper is printed on rotary presses, capable of printing over 25,000 copies per hour.

In *The Leader-Post* library are files of *The Leader* and its successor newspapers, right from the start of publication. In these yellowing files is contained the story of the growth of Regina and Saskatchewan, and the struggles of its early pioneer farmers and business men; the story is a stirring one.

Visitors to *The Leader-Post* production plant are invariably amazed at the clockwork precision which must be the rule in every department. Without that

precision, and co-operation between departments, the newspaper could not be produced and released at the same time each day to thousands of readers who expect to read "news while it IS news."

On the 18 block Hamilton Street in Regina, a fine five-storey building houses the various departments of *The Leader-Post*, including *The Leader-Post* broadcasting station CKCK, well-known to prairie listeners. In the course of a year, thousands of people are shown over the plant, and the purpose of this booklet is to provide such visitors with a more thorough understanding of how *The Leader-Post* is produced.

Wherever possible, the visitor is shown each department in accordance with its place in the series of operations which are necessary to produce the finished newspaper: in their normal sequence, the various departments are here described briefly.

The Editorial Department

The Editorial Department may be considered the "production department" of all news and feature material appearing in every issue of *The Leader-Post*. In this department news stories and articles are written: telegraph and cable copy is received, and a staff of editors read and check all copy, preparing it for the printers.



"City News is taken care of by a staff of reporters, each of whom is given a "news beat" together with special assignments arising from current happenings. The news beat is actually a reporter's standing assign-

ment, and consists of a standard list of calls he makes on his daily quest for news. One reporter will cover police court sessions, another will cover City Hall activities, another will attend each session of the Provincial Legislature, and so on. The City Editor, who is in charge of the city staff, sees to it that all possible sources of news are covered, and all city news stories written by the various reporters are turned in to him for editing. He must be familiar with all local sources of news. He must know people and situations. He is constantly on the alert for changing trends in public opinion. His job is not only to keep posted in what is happening but also on what is likely to happen. Reporters must arrange their work so that news for the day reaches the City Editor's desk before a set "deadline," which is arranged to allow time for all copy to be set up by the printers before publishing time. Reporters are trained to be fair, fast and accurate, and learn to produce thousands of words of good copy in very short time.



Reporters have regular hours, but are on call twenty-four hours a day, and important news "breaks" may compel them to work day and night. The work is difficult and trying at times, but each day's developments offer a new challenge, and once having made the grade, most newspapermen stay with it until the end.



The Wire Editor is responsible for national and world news. To his desk come tens of thousands of words of telegraph and cable copy each day and night. His job is to assemble and edit the dispatches, sometimes cut-

ting stories down, other times writing in background and interpretative material. Out of the welter of world news, he picks the stories which seem most interesting and significant and in consultation with the News Editor, gives them the headline and space value which they deserve. He must be a student of both national and international affairs and is faced constantly with the problem of differentiating between news and propaganda values. With copy rolling in steadily from all parts of the nation and the world he works at high pressure and must be capable of making quick and accurate decisions.



The Sports Editor and his assistants are responsible for the publication of news of sport events of interest to readers, and also for the assembly of news for the sport section.



The Society Editor and assistants supervise all news and feature material of interest to women of the city and province. Church, club and social functions are covered by society reporters.



The Provincial Editor receives, checks, edits and assembles news dispatches from over 600 *Leader-Post* correspondents located in country points. This editor reads thousands of words of copy each day from correspondents, and prepares for publication the most important country news of the day. He is also responsible for the coverage of unusual news breaks outside of the

city, and does much of his work by long-distance telephone and telegraph.



The News Editor is in charge of the entire news department, and is responsible for the general content and "make-up" of each edition. He must be familiar with all news departments and has jurisdiction over the work of all sub-editors. They consult him on matters of news policy. He presides over the general news desk, co-ordinating the flow of copy to the Composing Room and deciding on the character and appearance of the newspaper. He collaborates in the writing of the main headlines, the selection of pictures and features, and the nature of news display. He is responsible for the production of everything except the editorial page and advertising matter. He must see that "deadlines" are met and that the newspaper comes out on time. Stories of libellous nature are referred to him and he deals also with costs, news agencies, and feature syndicates. He makes decisions with regard to space and display and maintains a close contact at all times with the Editor-in-Chief.



The Editor-in-Chief has general supervision over the whole news organization. He decides all matters affecting news and editorial policy. He and his assistants write, edit and assemble articles for the editorial page, which may be considered the official "voice" of the newspaper. Only on the editorial page are opinions presented . . . news stories being treated strictly as such.

The editor not only enjoys a position of high trust in relationship to the publishers, but he must also retain the confidence of the public which he is serving. He is usually a man of wide newspaper experience possessing sound judgment based on clear and mature thinking. The character of the newspaper is largely dependent on his decisions and attitude with respect to public affairs, and upon his final evaluation and interpretation of events as they transpire, and trends of thought and opinion as they develop.

The Library

Connected with the Editorial Department is the Library. A wide and up-to-the-minute collection of reference books are kept here, together with a vast amount of detailed and carefully catalogued biographical, historical and situational material. Here the librarian clips and files matter on hundreds of subjects, so that information on any important person, event, or situation may be produced for reference at a moment's notice. Clippings are taken, not only from *The Leader-Post* but from almost every newspaper of major importance on the North American continent, and from several published in Great Britain and other countries. The Library is a most important part of any modern newspaper. In *The Leader-Post* main Library are filed copies of *The Leader-Post* and its predecessors right from the start of publication in 1883.

The Canadian Press

A sub-department, and a very important one, is The Canadian Press office, within the Editorial Offices of *The Leader-Post*. Through this department all news of national and world importance is received by means of the facilities of The Canadian Press.

The Canadian Press is a co-operative organization of all Canadian daily newspapers for gathering and distributing news of national importance. Canadian Press bureaux are maintained at important centres across Canada, in Washington and overseas. Each bureau has a staff of writers and editors whose job it is to supply news of important events to member newspapers.

The Canadian Press employs an interesting method of sending and receiving dispatches by means of the Creed Teletype system. On a machine with a keyboard very similar to that of a typewriter, the operator taps out the words of a dispatch. Each letter punches a special pattern of holes in a strip of paper: the paper is then fed into the transmitter machine; electrical impulses are transmitted over a telegraph wire, according to the pattern of holes on the paper strip. On a receiving apparatus at the other end of the wire the electrical impulses are transformed into letter form again, and a clearly readable dispatch is received.

The Canadian Press has its own private wire, and dispatches may be received in *The Leader-Post* twenty-four hours a day if necessary. Normal receiving speed is 67 words per minute, although the receiving apparatus may be speeded up to receive as high as 120 words a minute if required.

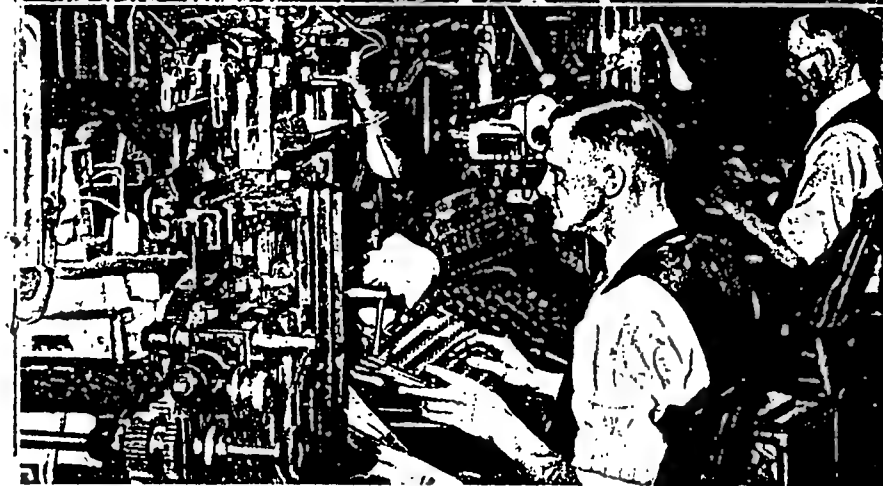
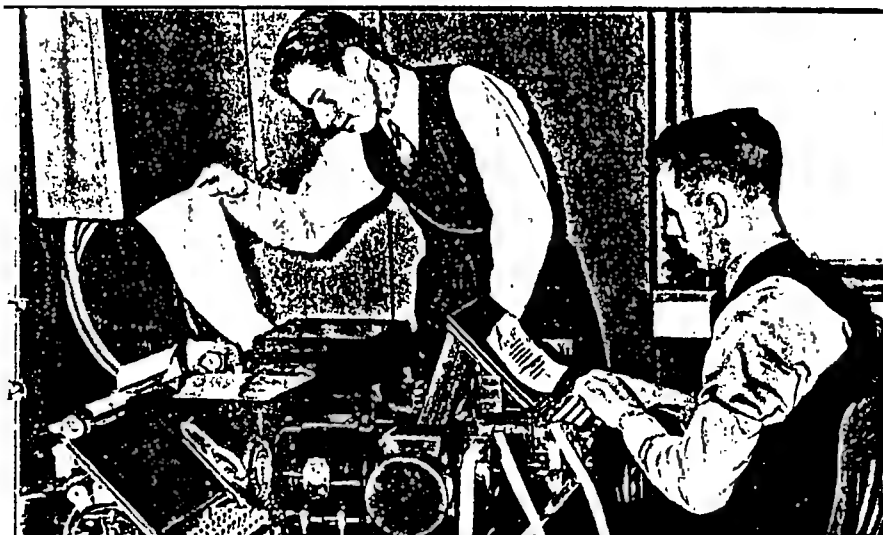
In conjunction with Associated Press in the United States, Reuter's Agency in London, and other foreign organizations, The Canadian Press supplies *The Leader-Post* and other newspapers with a complete world news service every day. Staff writers cover all important battle fronts, and war news is cabled to Canadian Press bureaux in Canada. *The Leader-Post* also subscribes to the world-wide facilities of The British United Press so that readers may have as complete a picture of national and overseas news as possible.

The Composing Room

The Composing Room in a newspaper plant is the department which is concerned with the changing of news copy into metal type form. In olden days, every letter of type was set by hand, and this is still true in the case of small weekly newspapers.

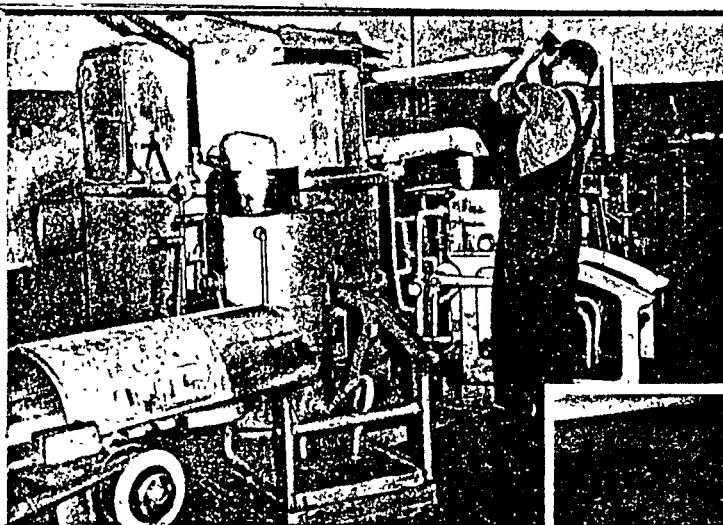


The invention of the Linotype machine speeded up the printing of a newspaper tremendously. One of the most intricate machines of this modern age, the Linotype is a special source of interest to visitors to *The Leader-Post* plant. Reading from a sheet of news copy, the operator taps off letters on a keyboard somewhat like that of a typewriter. As a key is pressed, a metal "matrice" is released from the "magazine" and held until a full line is assembled. When a full line (one newspaper column wide) is assembled, the row of matrices is automatically carried along the machine, and a stream of molten metal is pumped against the line of matrices. The result is a thin bar of metal,

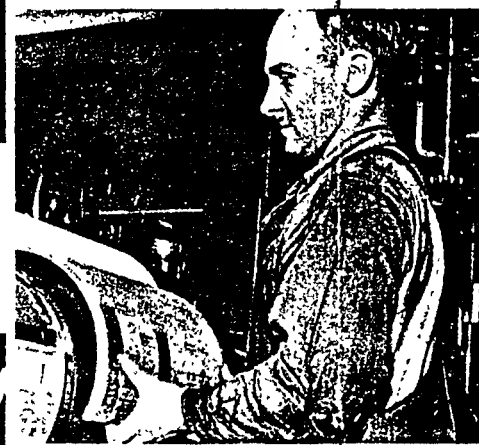


In the top picture, Creed Teletype operators are seen at work in The Canadian Press office in The Leader-Post Editorial Department. By means of these machines, news is received by wire from all over the world. Lower picture shows Linotype operators at work in the Composing Room. Linotype machines are used to convert typewritten copy into metal "slugs" of type.

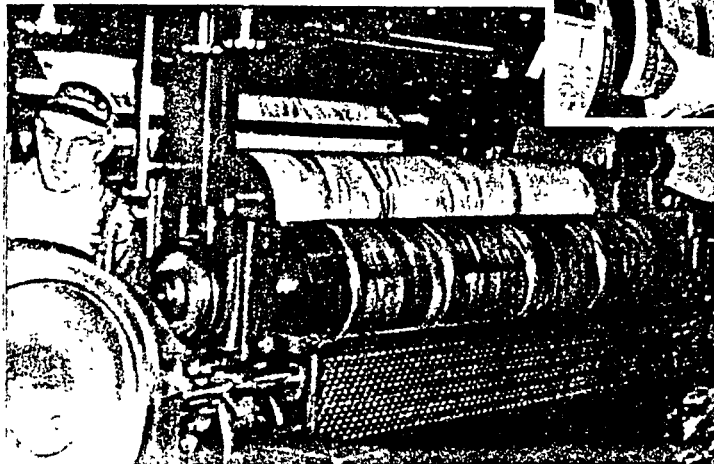
THE
NEWSPAPER
ON ITS WAY
TO THE
READER



Above is shown a section of the Stereotyping Department, where the flat page "make-up" is converted into a curved "plate" that fits on the cylinder of the press. The lower picture shows one "deck" of the big Leader-Post press in motion, turning out 25,000 copies of the paper per hour.



Above is shown one of The Leader-Post pressmen placing a curved plate on the cylinder of the press. Plates are fitted by the stereotypers to within the merest fraction of an inch, since a good job of printing depends largely on the accuracy with which the plate is made.



THE
NEWSPAPER
ON ITS WAY
TO THE
READER



As Leader-Post copies roll off the press, they are taken to the Mailing Room, where they are rapidly counted, bundled, and addressed by a staff of experienced mailers. Picture above shows mailers at work. After papers are bundled, they are taken by the truckload to Post Office, railroad, truck and bus depot, for dispatch to readers at country points. Lower picture shows a shipment being loaded for out-of-town agencies.

Above is shown one of The Leader-Post pressmen placing a curved plate on the cylinder of the press. Plates are fitted by the stereotypers to within the merest fraction of an inch, since a good job of printing depends largely on the accuracy with which the plate is made.





One of over 500 Leader-Post carrier-salesmen delivers a copy to his customer. Carrier-salesmen are taught to observe all the principles of good business, by learning everything they can about the three phases of their work—selling, delivering, and collecting.

known as a "slug": on the edge of this slug are perfect impressions of the letters typed out by the operator on the keyboard of the machine. When the line has been cast, a long metal arm reaches down from the back of the machine, picks up the line of matrices, and carries them up to a long threaded rod. This rod revolves constantly, and the matrices are carried along the rod as it revolves. Each matrix has on its body a series of teeth which are cut to different combinations, similar to those on a Yale door-key. The matrix will travel along the rod until it reaches a slot which corresponds with the teeth, and the matrix then drops down into its proper place in the magazine, to be used again in another line of type.

The Linotype machine is so called because it produces a "line of type" in one complete solid line.

The "slugs" from the Linotype machine are then assembled on "galleys," which are simply long metal trays. A rough "proof" is made by inking the type lightly, placing a slip of paper over the inked type, and passing a roller over the paper. The proof is read by a proof-reader, and carefully checked for mistakes. After mistakes, if any, have been corrected, the type is ready for "make-up."

"Make-up" of Pages

"Make-up" of newspaper pages is done by experienced printers under the direction of the editors, who plan the layout of the newspaper very carefully.

On the floor of the Composing Room are the "chases" in which the pages are assembled. The chase is simply a metal frame, exactly the size of the newspaper page. The columns of type are placed in the chase in accordance with the wishes of the editors, and when the complete page has been assembled, the frame is tightened around the columns of type by means of wedges.

In old-style printing plants, where the "flat-bed" type of press was used, the pages would now be ready for the printing press. However, one more process is required, in order to produce "plates" used in printing on the modern rotary-type press. This extra process is known as "stereotyping," and the modern newspaper has a special sub-department to take care of this work.

Stereotyping

The first process in stereotyping is the production of a flexible "mat" on which to cast the semi-cylindrical plates for the rotary press. The completed pages in their chases are taken over to the stereotypers. A sheet of moist wood-pulp material is placed over the page of type, and a heavy roller passes over it. Each letter makes a deep impression in the moist flexible mat. The mat is then placed in an "oven," and "cooked" for some 30 seconds in order to dry and harden it, and also to give it a curved formation. After careful inspection the mat is placed in the casting box, and a stream of molten metal (a mixture of tin, antimony, and lead) is pumped over the mat. In a few seconds the metal cools and hardens, and a plate is taken out, in the form of a

perfect half-cylinder. The plate is then trimmed and polished, and made ready for the press. The "casting box," is, of course, designed to produce this perfect half-cylinder.

Ready to Go to Press

While most smaller type is set by means of the Linotype machine, of which there are 11 in *The Leader-Post* Composing Room, a good deal of the type in varied sizes for advertisements is set by hand. Advertising "layout" men plan the form of each advertisement, according to the wishes of the advertiser. Layout men must co-ordinate with the newspaper editors on the make-up of each issue of the newspaper, so that a proper balance of news and advertising may be struck at all times.

The printers who work in the Composing Room are skilled men . . . clever craftsmen, proud of their trade. A printer must serve six years' apprenticeship before he is entitled to the privileges and pay of a full-fledged craftsman.

When the curved metal plates are cast and trimmed by the stereotypers, they are ready for the press room. Like all other newspaper departments, the stereotyping department must work closely to a time schedule, so that press-times may be observed, and the paper produced and issued at the same time each day. The stereotypers receive a steady flow of pages from the printers, who in turn are kept busy with a flow of news copy from the Editorial Department.

The Press Room

Manned by highly skilled operators, the great rotary-type presses used to print *The Leader-Post* are always a source of great interest to visitors to the plant. Before and up to "press-time" the pressmen are busy placing plates on the cylinders, and making the adjustments that keep the intricate machinery in perfect condition. Actually, the presses will run only about one-quarter of the time the pressmen are on duty. The other three-quarters of their time is spent in maintenance work, so that the presses seldom have to stop for repair or adjustment during the printing of an issue.



The plates from the Stereotyping Department are locked on the cylinders of the press. Paper from a huge roll is fed through the press, and a flow of ink to each plate is controlled by a series of rubber rollers. When the press (driven by powerful electric motors) is started up, it is run very slowly for a few moments, and pressmen quickly scan each page of the paper, making small adjustments here and there so that, as nearly as possible, a perfect job of printing will be done.

The foreman then gives the "O.K." signal and the press is speeded up. Papers roll through the folder of the press at a speed of up to 25,000 copies per hour.

For the printing of colors, such as the comic section of *The Leader-Post*, a plate for each color is necessary, and the paper will pass through a number of cylinders according to the number of colors being printed.

The Mailing Room

When the press run begins, the business of distribution is taken over by the Mailing Room, a subsidiary of the Circulation Department. Of *The Leader-Post* circulation of over 33,000 daily, some 14,000 copies are distributed in the city by an army of carriers and street salesmen.

The remainder goes to country points, there to be handled through post offices, newsdealers and carriers. To the eastern and western boundaries of Saskatchewan, north to the Carrot River valley, and south to the international boundary, by train, truck and bus goes bundle after bundle of *Leader-Post* copies. Every day, some 7,000 copies are individually labelled and sent through the mails to subscribers in country points. Others are bundled for newsdealers and carriers within a radius of 300 miles of Regina. By means of an Addressograph system, labels are printed for mail subscriber and newsdealer copies several hours before press starting time, and the mailers are all ready to go to work at high speed as soon as the papers begin to roll from the press.

The Business Office

On the main floor of *The Leader Building* are the Advertising, Circulation and Accounting departments of *The Leader-Post*. These departments are concerned with the great volume of business transactions conducted by *The Leader-Post*.

The Advertising Department

The Advertising Department takes care of all advertising appearing in the columns of *The Leader-Post*. A staff of expert consultants serve the advertisers who promote their goods through classified or display advertising. These experts are trained to advise and suggest the most effective methods of presentation of the message the advertiser wishes to place before the public.

Close co-operation is necessary between Advertising and Editorial departments, so that the available space in each issue of *The Leader-Post* may be properly divided: these departments also work together on the production of a newspaper that will be attractive and readable.

The Circulation Department

The Circulation Department is concerned with the problem of getting *The Leader-Post* to as many readers as possible, and providing those readers with best possible service. Also, a responsibility of this department is the keeping of an exact record of the number of readers served each day, so that the advertiser may know at all times the number of people to whom his message will be made available.

Records thus made are submitted each year to an auditor, who is sent by the Audit Bureau of Circulations. The Audit Bureau of Circulations, of which *The Leader-Post* is a member, is an organization of advertisers and publishers, concerned with the job of providing advertisers with a true and accurate picture of the circulation and coverage claimed by member newspapers and other publications. Each year, the "A.B.C." auditor is given

access to all *Leader-Post* circulation records, which are carefully examined by him. On the basis of his examination of these figures, A.B.C. statements of circulation are issued to advertisers, who then know exactly what coverage they may expect from the newspaper in which space is bought. The A.B.C. statement also provides an accurate picture of the circulation by districts: in the case of *The Leader-Post*, circulation is reported by census divisions, since these are regarded as standard subdivisions of the province, and show the year-to-year progress made in each portion of territory.

Leader-Post circulation has shown steady progress, despite adverse conditions in the province, and today an average of 33,000 copies are distributed daily: this figure represents a net gain in circulation of over 7,000 since 1934. In every town, village and hamlet in Saskatchewan, *The Leader-Post* Circulation Department is represented by the Postmaster, who acts as subscription agent. In over 500 towns and villages there is a *Leader-Post* newsdealer or carrier-salesman who delivers copies to subscribers in his district.

The Accounting Department

The Accounting Department keeps the accounts of the many business transactions undertaken by other departments of the newspaper. Owing to the wide range of purchases necessary to keep a newspaper operating, and the wide-spread nature of its accounts, the work of the Accounting Department calls for highly specialized systems of bookkeeping and recording.

The Saskatchewan Farmer

The Saskatchewan Farmer, published in The Leader Building, is Saskatchewan's pioneer farm and home paper, issued twice monthly. Serving an average of over 60,000 subscribers per issue, *The Saskatchewan Farmer* provides rural homes with much entertaining and useful material. Recent development is the Radio Section, designed to keep radio listeners posted on information on the programs and artists to which they listen each day.

The Saskatchewan Farmer is also the official organ of the Saskatchewan Field Husbandry Association, and each issue carries official releases of special interest to members of the association. A generous section of *The Saskatchewan Farmer* is devoted to items of interest to homemakers: a large Comic Section and up-to-date sport column are among the features that have made *The Saskatchewan Farmer* the preferred paper in thousands of western rural homes.

Printing and distribution of *The Saskatchewan Farmer* copies on the 1st and 15th of each month are handled in much the same way as the daily *Leader-Post*. Copies are mailed to subscribers by the same means as described earlier in this booklet in the section devoted to the Mailing Room.

Broadcasting Station CKCK

Well known to Saskatchewan listeners, and, indeed, to many in the northern states of U.S.A., as well as in Alberta and Manitoba, is CKCK, *The Leader-Post* broadcasting station.

Operating on a power of 1,000 watts, CKCK is one of the most modern broadcasting stations in Western Canada. The transmitter is situated on No. 1 Highway, nine miles east of Regina, and the studios are in The Leader Building.

The main Studio "A" can accommodate up to 60 persons at a time, and is used for broadcasts by large groups. Studios "B" and "C" are used for everyday broadcasting work. Two complete sets of equipment are on hand as well as many extras, such as an up-to-date recording device by means of which complete programs may be accurately and clearly recorded for "delayed broadcast" when necessary.

Studios are absolutely sound-proof, and even the roar of the presses cannot be heard in any of them, while it can be plainly heard even on the fifth floor of the building where rooms are not sound-proofed. CKCK is considered by broadcasters to be one of the finest Canadian stations from the point of view of equipment and arrangement of facilities.

Facts About The Leader-Post

The Leader-Post regularly employs some 175 persons in its plant, in addition to over 600 carriers and newsdealers who derive at least part of their living from the sale of Leader-Post copies.



The payroll of The Leader-Post is \$320,000 per year.



Power and light alone used by The Leader-Post cost \$10,000 annually.



Approximately 1,800 tons of newsprint are used by The Leader-Post in a year. Ink consumption in the same length of time amounts to 150 barrels or 8,250 gallons.



The Leader-Post circulates an average of 33,000 copies each day, which means that The Leader-Post is read daily by over 120,000 persons.



Forty tons of Linotype metal are in circulation constantly in The Leader-Post plant.



Approximately 18 miles of newsprint 44½ inches wide are used in printing one day's issue of The Leader-Post.

NOTES

on my visit to . . .

THE LEADER-POST

"Saskatchewan's Greatest Daily"

THE LEADER-POST

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week

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